

# Championing a Healthy Alcohol Culture



**Training for Unit Champions**  
**FE Warren Community Action Plan**  
**CAIB/IDS**

**Capt Alan Ogle**  
**Chief, Life Skills/ADAPT**



# AGENDA

- **The Problem at FE Warren**
- **National Data—What Does the Science Tell Us**
- **FE Warren Community Action Plan**
- **Unit Champions—the “Special Forces”**
  - **Large Group Tactics**
  - **Small Group Tactics**
- **Resources**
- **The Next Step**



## *FEW's 2003 Alcohol Related Incidents*

### **141 Alcohol Related Incidents:**

<b>DUIs</b>	<b>33</b>
-------------	-----------

<b>UADs</b>	<b>63</b>
-------------	-----------

<b>Alleged Sexual Assault</b>	<b>11</b>
-------------------------------	-----------

<b>Assaults</b>	<b>24</b>
-----------------	-----------

<b>Other</b>	<b>10</b>
--------------	-----------

<b>Deaths</b>	<b>1</b>
---------------	----------

<b>Average Age</b>	<b>19</b>
--------------------	-----------



# *FEW's 2003 Alcohol Related Incidents*

<b>Article 15s Issued</b>	<b>40</b>
<b>Estimated Total Forfeiture of Pay</b>	
<b>\$13,709</b>	
<b>Reduction in Rank</b>	<b>32 cases</b>
<b>Relieved of Duty</b>	<b>449 days</b>
<b>Confinement</b>	<b>30 days</b>
<b>Restriction</b>	<b>595 days</b>
<b>Extra Duty Given</b>	<b>612 days</b>
<b>Down on PRP</b>	<b>TBD</b>
<b>Work Days Lost</b>	<b>TBD</b>
<b>LORs/LOCs</b>	<b>28</b>



***"WHEN I WAS THAT AGE..."***

## **Generation Gap**

### **Changes in Drinking Behavior:**

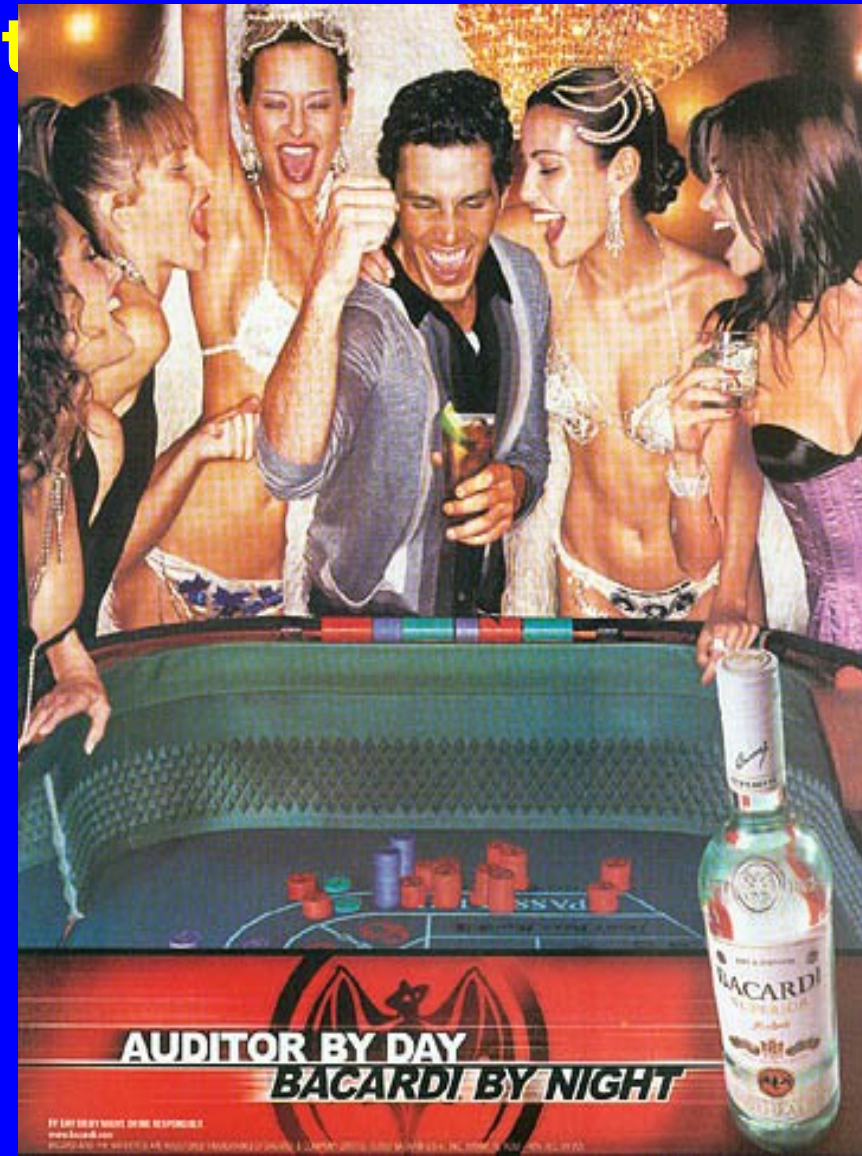
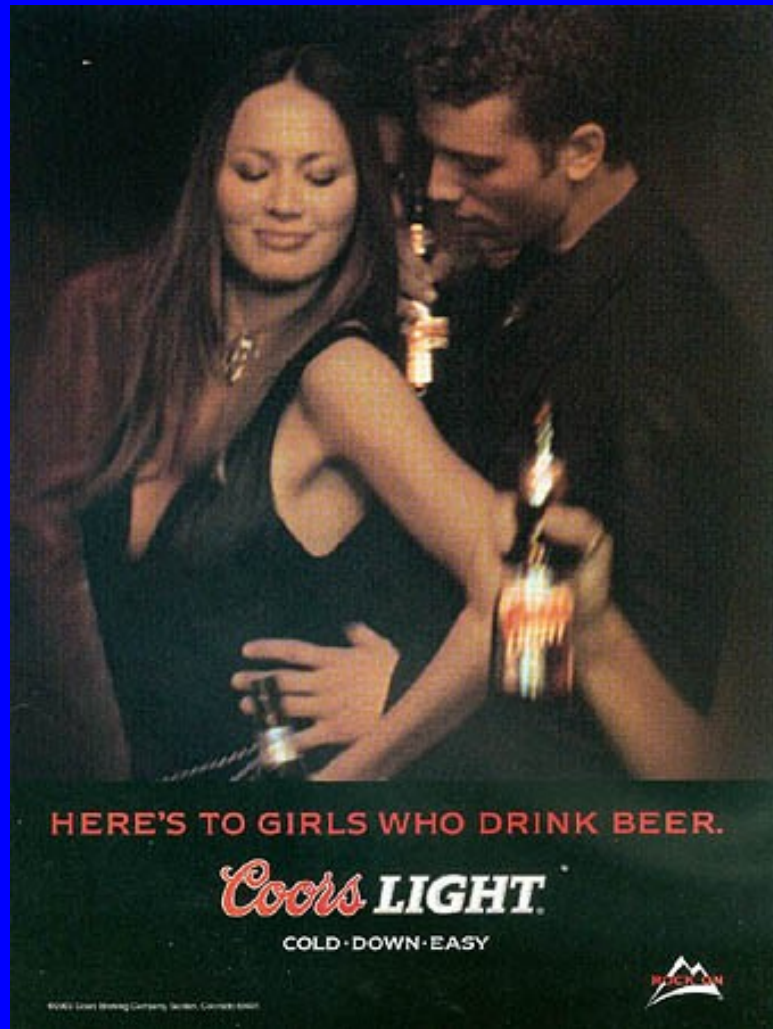
- Wider variety of sizes, shapes, and types of alcoholic beverages available now**





# "WHEN I WAS THAT AGE..."

- Sophisticated market







# ***"WHEN I WAS THAT AGE..."***

- **Age of drinking onset is younger**
- **Manner of drinking is faster and harder**
  - Binge drinking is glamorized
  - Goal not sociability but to get drunk





# *A NATIONAL PROBLEM*

## **Alcohol is key factor in:**

- **Traffic fatalities** **50%**
- **Assaults** **72%**
- **Suicides** **35-80%**
- **Sexual Assaults** **52-90%**
- **Murders** **50-76%**
- **Spouse or child abuse** **50-65%**
- **Drowning** **69%**





# *TARGET POPULATION*

- **Airmen have similar demographics to college students:**
  - Age and developmental issues
  - Living away from home for the first time
  - Living in dorms, with people 21+
  - Surrounded by a culture that promotes underage and high-risk drinking



# *TARGET POPULATION*

- **National data on alcohol and college students:**
  - 81% of college students use alcohol
  - 43% are binge drinkers
    - 5 or more drinks in one sitting at least once in past two weeks
  - 21% are frequent binge drinkers
    - 5 or more drinks in one sitting at least three times in past two weeks
  - 31% meet criteria for a substance abuse diagnosis



# TARGET POPULATION

Annual incidents for college students 18-24

- Drunk Driving 2,100,000
- Assault 600,000 +
- Injury 500,000
- Health Problems 150,000 +
- Arrests 110,000
- Sexual Abuse 70,000
- Death 1,400



Based on "A Call to Action: Changing the Culture of Drinking at U.S. Colleges", NIAAA, 2002



# *Media Campaign: An Example*

Texas DUI video



# *WHAT WORKS*

- **Three pronged integrated approach targeting:**
  - **Individuals (including at risk individuals)**
  - **The base population**
  - **The base and surrounding communities**



# COMMUNITY GOAL

*Create a responsible alcohol culture  
that promotes healthy, low-risk  
drinking behavior*





# *PROGRAM GOALS*

## **TARGET GOALS:**

- 50% reduction in DUI over each of the next two years
- Reduce high-risk drinking & associated problem behaviors
- Increase awareness and prevalence of low-risk vs. high-risk drinking



# INDIVIDUALS

## Objectives:

- Education, Screening and Early Intervention
- Increase knowledge and use of good decision making

## Methods planned or in consideration:

- FTAC and Right Start Briefs
- Squadron CC 1:1 (with high risk individuals)
- Clear and consistent enforcement
- Taxi program
- Screening
- ADAPT
  - **Reminder: ADAPT referral required for all ARI's**
  - **Referral required within 7 days**



# *BASE POPULATION*

## **Objectives:**

- Addressing factors that encourage high risk drinking
- Increased community capacity at the unit level (e.g. mentoring, buddy care, higher quality first line supervision related to alcohol issues)

## **Methods planned:**

- Unit Champions!!!
  - Work the issue from “grassroots” level
  - Tailor actions to unit & overall base plan
  - Involve the target population in solving the problem
  - Build culture of SHARED OWNERSHIP for solving the problem

***Build a culture that encourages healthy***



# *BASE POPULATION*

## **Methods planned or in consideration:**

- Media Campaign
- “Norming” campaign to correct misconceptions of alcohol consumption
- Enforcement
- Progress scorecards
- Annual Life Skills briefings on Alcohol/Violence/Suicide Prevention
- Training of Front line leaders at ALS, EPD and OPD
- Alternate Activities
- Dry Dorms

***Build a culture that encourages healthy***



# *Base and Surrounding Communities*

## **Objectives**

- Change the broader environment and help reduce problems over the long-term

## **Methods planned or in consideration**

- List of off-limits establishments
- Safe ride programs
- Increased and consistent enforcement of drinking laws (especially sales to minors)
- Responsible beverage service policies in social and commercial settings, problem establishments off limits
- Coordination of efforts with local law enforcement and others

***Change the broader environment and help reduce problems over the long-term***



# *THE WAY AHEAD*

- **Promote individual and collective responsibility**
- **Identify at-risk individuals and get them help**
- **Consistent, unambiguous expectations and enforcement**
- **Build Unit-level leaders to champion healthy, low-risk alcohol behavior**
- **Involve everyone, especially airmen, in solving the problem-a community approach**





Solution: A base and community culture that promotes healthy, safe alcohol behavior

***Bottom Line: Requires a team effort. Informational, knowledge-based, or values clarification are ineffective when***



# *UNIT CHAMPIONS*

- Role and Requirements
  - “Special Forces” for the commander
  - “Roots” of a grassroots coalition
- Squadron Action Plan
  - Tailor actions and target goals for your unit
  - Your unit goals must align with Wing goals
  - SAP for each month, approved by unit CC
    - List alcohol incidents
    - Actions taken
    - Actions planned next month
    - Commander’s signature of approval



# *LARGE GROUP TACTICS*

- **Clear, consistent, unambiguous messages**

- **Enforcement**

- Good partnership with civilian LE
- Dorm walk-throughs
- Vigilance at formal and informal events:
  - Unit and base activities
  - Parties offbase



# *LARGE GROUP TACTICS*

- **Reward responsible behavior**
- **CC Calls**
  - Commander “footstomp”
  - Guest speaker
  - Personal testimonial
  - Video
  - Mass training



# *LARGE GROUP TACTICS*

- **Media Campaign**

- Base-wide, coordinated effort
- Will be theme / focus month by month
- Posters, table-tents, videoclips
- Unit scorecards
- Your ideas are welcome



Friends Don't Let  
Friends Drive Drunk



# SMALL GROUP

- Group of 6-10 people
- In 10 minutes, discuss and agree on the 5 best methods to ensure 100% unit WarFit pass rate







# *SMALL GROUP TACTICS*

## **Pre-incident:**

- **Focus Groups**

- Representative sample
- Facilitate their discussion of the problem
- Brainstorming of solutions/strategies

- **Goal: generate information and ideas from members of the target population**



# SMALL GROUP TACTICS

- **Small Group Discussions**

- **Goal:** promote awareness of the issue, healthy behavior, and most importantly to facilitate *discussion and ownership* by the target population



# *SMALL GROUP TACTICS*

- **Small Group Training**

- Utilize briefing materials
- Review educational information / handouts together
- Guest Speaker
- Video—"Quay Sampsell Story"

- **Goal: Increase awareness and accurate knowledge of the issues and encourage good decision-making**



# *SMALL GROUP TACTICS*

- **One on One's**

- With individuals at high risk
- Discuss concerns in open manner
- Requires skill and sensitivity to several medical and legal issues
- Can be very influential

- **Goal: Increase awareness and motivation to make healthy alcohol choices**



# *SMALL GROUP TACTICS*

## **Post-Incident:**

- **Facilitate Referral to ADAPT & Follow up**
- **Small Group Training and/or discussion**
- **One on Ones**

**Goal: Promote awareness and better decisionmaking in people that have had a problem**



# *SOME DO'S AND DON'T'S*

- **DO** convey importance and mission-related
- **DO** approach in a matter-of-fact, problem-solving manner, and involve all members in finding solutions
- **DON'T** be punitive or provoke defensiveness
- **DON'T** discuss aspects of an incident if:
  - There is a pending investigation or legal action
  - The member(s) involved would be very upset
  - When seems inappropriate to the circumstances / incident
  - When in doubt, consult with JA or ADAPT staff





# *SMALL GROUP SUCCESS*

## **Skills for success:**

- **Honesty vs. scare tactics**
- **Humanize the message and presentation**
- **Be respectful and interested**
- **Use visuals, activities to promote discussion and impact**
- **Know when to get assistance**



# *RESOURCES*

**Unit Champions Group**

**First Sergeants Group**

**ADAPT / Life Skills / DDRP**

**PHP-IDS**

**Wyoming DOH, Substance Abuse  
Division**

**Toolkits**



# *COORDINATION IS VITAL*

“...the young cowboy put on his hat, ran out of the house, jumped on his horse, and charged off in all directions...”